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University of Dayton to Launch New College-Recruitment Tool: CD that Tracks Students' Interests

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NEWS RELEASE

UNIVERSITY OF DAYTON TO LAUNCH NEW COLLEGE-RECRUITMENT TOOL: CD THAT TRACKS STUDENTS' INTERESTS

DAYTON, Ohio — A growing number of college-bound students surf campus sites on the Internet as they shop around for a school, but are often frustrated by the inability of their home computers to quickly download multimedia or video files.

At the same time, college recruitment officials wish they knew more about the interests of prospective students who visit their sites.

This month the University of Dayton will mail approximately 20,000 high-tech CD-ROMs to high school seniors around the country. The CDs give students a fast way to reach UD's Web site. As they click on topics, special software tracks their areas of interests and returns that information to UD, enabling college recruiters to provide more customized, targeted information. The goal: convince prospective students to apply online.

It's a brand-new technology developed by PortCD.com (<http://www.portcd.com/>), a dot-com company in Baltimore, which has a patent pending on the innovation. Company officials say this approach to direct marketing in higher education combines the attraction and power of a World Wide Web portal with the benefit of targeted marketing.

"PortCD is poised to change the face of higher education marketing by converting inquiries to applications," said Rich Wiklund, founder of the company. "In today's competitive marketplace where hyper-savvy students are considering their choice for high education, institutions competing for the best students need to deliver a high-impact, powerful marketing pitch that leaves students saying, 'Wow, that's where I want to go to school.'"

Chris Muñoz, associate provost for enrollment management at the University of Dayton, believes the CD will encourage even more students to visit UD's highly interactive admission Web site (<http://admission.udayton.edu/>) and allow the University to establish a personal relationship with prospective students as they weigh the pros and cons of different universities.

"PortCD gives us an opportunity to deliver a powerful message to prospective students about the University of Dayton experience and our technology initiatives on campus in a

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measurable way," Muñoz said. "PortCD gives us direct feedback on the student's initial use and ongoing access to the site. Establishing and maintaining a relationship with a prospective student during the fall decision-making time is critical to our efforts in increasing our applicant pool. We think this tool will help us maintain a competitive advantage."

The University of Dayton is the only university in the country currently using the technology. At UD this year, 4,282 (or 57 percent) of the University's record 7,494 record applicants applied online for free through UD's Web site. The University's achievements in creating a technology-enhanced learning environment have earned accolades. UD has been named the top wired university in Ohio and the most wired Catholic university in the nation by Yahoo! Internet Life's annual "Most Wired Colleges" survey of universities and colleges. About 90 percent of faculty members are using the basic tools of technology — e-mail, Web sites, threaded discussions and list serves — in their classes.

"The Web is a tremendous marketing medium and the same issues faced by commercial markets apply to higher education, which are getting prospects to your site, delivering a high-bandwidth multimedia message when your market is dialing in from a home computer, and managing that initial critical experience," said Craig Martin, president and CEO of PortCD. "PortCD makes it easy for students to get to Web sites, and we enrich their digital experience by delivering large video and multimedia files on a Web-enabled CD that you can't get easily over the Web."

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For media interviews, contact **Chris Muñoz** at (937) 220-3717 or munoz@udayton.edu. To arrange interviews with **Rich Wiklund** or **Craig Martin**, contact **Amy Elias** at (410) 243-3790 or amy@profilespr.com.